

2010 / 2011 DOWNTOWN TEMPE COMMUNITY Annual Report

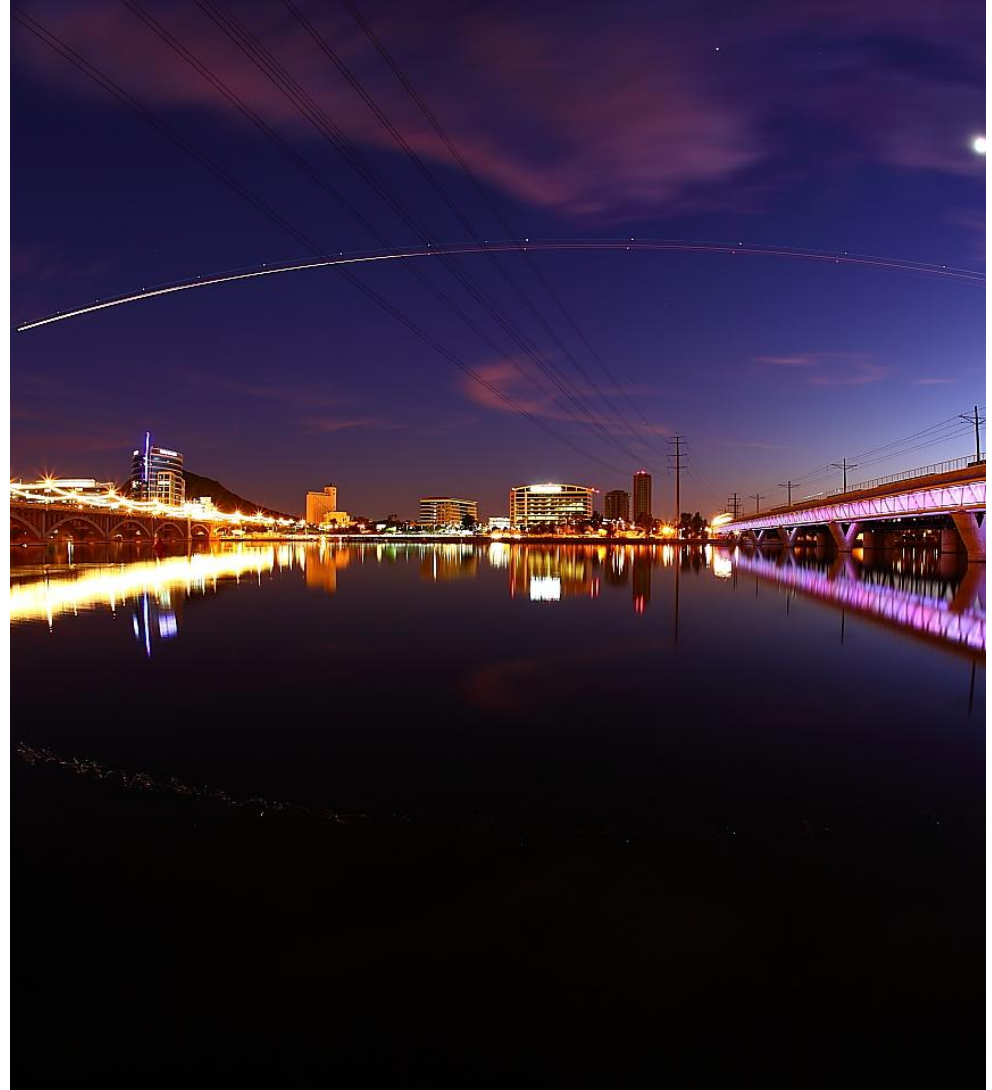


INTRODUCTION

Downtown Tempe Community, INC.

The trust and influence of the Downtown Tempe Community (DTC) is derived from:


- Our ability to be a reliable source of accessible Information
- To know more than anyone else about the downtown
- To be able to dispel myths & marshal the facts to push & shape market trends further than they might go on their own
- To tell a compelling story that motivates people to action around a compelling vision that has a higher purpose than just profitability



MARKETING & COMMUNICATIONS




DESTINATION: MILL.





Shopping | Lightrail | Entertainment | Recreation | Dining

Mill Avenue District
DOWNTOWN TEMPE

Unwind among the 100+ restaurants, clubs, and retail shops found in the Valley's only true walkable Urban district.

 WIN A \$250 SHOPPING SPREE
www.millavenue.com/mints

    @Downtown Tempe
millavenue.com

Advertising

The DTC has positioned Downtown Tempe as Arizona's premier Urban experience with strong creative branding and strategic ad media placement via print publications, online, radio, and promotions. Results from overall advertising reflect an impressive impact with potential visitors.

- Tourism: Readership potential in excess of 8 million with more than \$25,000 in value-add exposure (WHERE Magazine, Travelhost, & ASU Visitor's Guide)
- Image: Reached over 3.5 million + new target with image ads in PHOENIX Magazine, KISS FM, The Edge Radio, Wrangler publication, Angels Baseball schedule, and game program, and light rail Connect targeting light rail patrons



MARKETING & COMMUNICATIONS

Public Relations

Through consistent communication/public relations, the DTC has received steady media exposure and impressions that have increased year over year. DTC has strengthened its reputation and leadership with credible and informative leads for the press. The media look to DTC as a trusted information source.

- Media sources continue to note that the DTC provides strong story ideas, with visual impact, and is very accessible for quotes and interview opportunities.
- Online mentions and impressions topped at over 300 million for an online/print total of over 800 million impressions vs. 600 Million for 2010/2011. (+200 million YOY)
- Print media in 2010/2011 achieved an all-time high with over 553 million media impressions regarding Downtown Tempe. That's a 63% increase from 2010 at 150 million
- Hosted Media Events and PR Stunts that drew local and national press for Downtown Tempe such as Third Thursdays/Thursday Night Market, Window Wonderland, multi-segments for Fantasy of Lights Street & Boat Parade, QR Codes, and Parking Meter coverage reaching multiple states.
- Collaborating with new merchants for PR opportunities including Candy Addict, Diverti's, Red Mango, Brand X, and Stan's Metro Deli.



MARKETING & COMMUNICATIONS



Marketing Collateral

The DTC aims to provide accurate and up to date information to interested patrons and visitors to Downtown Tempe through effective marketing/collateral platforms. Materials are distributed throughout Downtown Tempe and Phoenix Metropolitan areas to reach residents, in-state visitors, tourists, conferences, businesses, potential businesses, and event attendees.

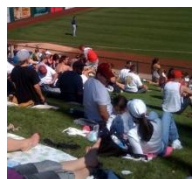
- **Street Directory Kiosks:** New, compelling creative was launched and user-friendly maps created to make locating businesses easier. Social media elements have been added as well as a QR Code to increase web traffic.
- **Business Directories:** Nearly 750,000 Mill Avenue District directories distributed to businesses and more than 210 hotel/concierge settings across the Valley and Phoenix Sky Harbor Airport
- **Events Pocket Schedule:** Distributed to parking patrons via ParkiT garage attendants. Small convenient collateral is produced monthly and outlines ongoing events for the given month. Program has been well-received by patrons.
- Developed eye-catching Tradeshow Display to increase brand perception and awareness of Mill Avenue District at information booths and off-site events and promotions.
- Creation of CleaniT brand for uniforms, cart decals, and website content.

MARKETING & COMMUNICATIONS

Tourism/Sports Marketing

Visitors and tourists are crucial to Downtown Tempe's survival and the DTC targets and engages these visitors with interactive, on-site presence at special events and promotions.

- Mill Avenue District staff were present and had a booth set-up at three ASU football games reaching nearly 200,000 fans and collecting over 300 emails for our database.
- DTC participated as a sponsor of Cactus League Spring Training by sponsoring the Angels at Tempe Diablo Stadium. Booth allowed for concierge type connection and directing fans to Downtown Tempe. Collected over 700 email addresses for email database which is **40% higher** than the previous years' email database.
- Partnered with ASU Athletics for "Sparky's Spending Spree" Online/Social Media promotion which generated 650,000 impressions and added over 300 emails to our database while strengthening DTC alliance with ASU.



MARKETING & COMMUNICATIONS



Social Media

DTC is at the forefront of all things social media and participates in every relevant form of social media and use of QR Codes. DTC continues to engage the public with feedback through social media tools and thereby increasing community involvement. This functions as an excellent public relations outlet for DTC to increase awareness and two-way communication.

- On Facebook Downtown Tempe Community now communicates with over 2,000 fans on a regular basis and the new likes are increasing at a steady rate of 33% each month averaging over 130 new likes month. Active participation on the facebook page is up 21% with over 1,000 fans participating on a weekly basis.
- Twitter followers rose by over **40%** in 2010/2011 with over **4,500** retweets and/or mentions
- Foursquare was implemented in January 2011 and has already received nearly 2,500 check-ins.
- Utilization of cutting-edge QR codes to send people to the millavenunue.com mobile site. The codes just launched in April 2011 and early results show high usage.
- Utilized social media for ticket giveaways with tickets provided by partners with who DTC collaborates for promotions for Block party, ASU sporting events, MADCAP events, and business seminars such as SMAZ – Social Media AZ conference.
- The marketing department manages and maintains content for 2 Facebook pages and 2 Twitter accounts for Downtown Tempe and MADCAP Theaters totaling close to 8,000 followers and fans.

MARKETING & COMMUNICATIONS

Interactive Communications

Millavenue.com & downtowntempe.com remains a strong and essential presence as people use the website for information related to Mill Avenue District including news, events, retail space, and the most up to date information overall.

Website Stats:

246,342

Visits

Previous: 57,253 (+330.27%)

931,225

Page views

Previous: 247,009 (+277.00%)

Site upgrades are made on a monthly basis to ensure site visitors are receiving the most current information in a user-friendly format. Social media icons have been added to all site pages which has created a steady stream of new likes and followers for social media marketing.



Email Campaigns

Constant contact is a crucial element of marketing /communications and the vehicle by which DTC distributes the consumer-focused Downtowner newsletter with a subscriber database that has grown by 2,000 to a total of nearly 5,000 subscribers.

- Downtowner content includes - Newsworthy articles, event information, new business information, parking updates, recent photos, and upcoming details regarding Mill Avenue District.
- Emails sent by DTC have a higher than average open rate of nearly 30% which is higher than the national average of 12%. DTC also has an astoundingly low rate of spam reports and people choose to remain on our database once subscribed due to this low number.

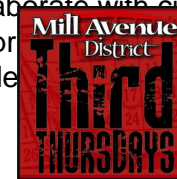


MARKETING & COMMUNICATIONS

Promotional Partnerships & Activities

DTC has initiated relationships with community partners to create opportunities to cross-promote and increase awareness for several projects and promotions. This positive working relationship has opened the door which has lead more people to approach the DTC with promotional opportunities.

- **Dinner & A Show** – In partnership with ASU Gammage, Dinner & a Show garnered 10 Mill Avenue District restaurant participants to offer special discounts to the 170,000 people that attend shows each year, including a playbill insert that was distributed to 11,000 season ticket holders.
- **MADCAP /TCA/Gammage Promotions** – MADCAP Theaters worked with Tempe Center for the Arts and ASU Gammage to cross-promote by showing films related to upcoming productions.
- **Tempe Live! Theatre** – collaborated with members of Tempe Live! Theatre to promote upcoming productions and create engaging activities with patrons of Mill Avenue District.
- **Third Thursdays** – Created monthly event to implement a “one night destination” for Downtown Tempe. A well-rounded marketing campaign supports the event with print, radio, online, grassroots, and merchant participation. Third Thursdays has garnered media attention and will be a mainstay in the foreseeable future for Downtown Tempe.
- **Mints Promotion** – Developed fun collateral of Tic-tacs which send the patron to our website for an enter to win shopping spree. The promotion has allowed DTC to “silently” add people to our database with the ease of distribution of the mints. It is incremental addition to our marketing database through a product consumers enjoy.
- **Centerpoint on Mill** – DTC staff have created an alliance with the staff at Centerpoint in PR and marketing efforts as applicable. There is strong cross-promotion for events, PR, and poster distribution to available storefront windows in support of Third Thursdays.
- **Fantasy of Lights Boat Parade** – DTC staffed information booths, Santa station, and a MADCAP booth to engage with parade patrons and provide a friendly and hospitable environment for the Boat Parade.
- **Festival of the Arts-** DTC staff hosted 6 days of information booths (Fall & Spring) providing customer service and Mill Avenue District merchant and event information to those who attended the events. Over 1,300 email addresses were added to the marketing database.
- **PR Coalition** – DTC staff collaborate with city and private...



MARKETING & COMMUNICATIONS

Special Events in Mill Avenue District

Festival of the Arts Fall & Spring 2010

The Festival of the Arts draws over 300,000 people to each event for an annual total of over 600,000. Although attendees come for the festival, they enjoy all the amenities that Mill Avenue has to offer in terms of parking, shopping, dining, and

Fantasy of Lights

Street Parade: Draws in excess of 70,000 people to line the street of Mill Avenue District and proves to be a popular community attraction.

Boat Parade: Nearly 50,000 people filled Tempe Beach Park for the ever-popular boat parade. Visitors also enjoyed DTC sponsored booths with carolers, candied apples, Mill Avenue information, and visits with Santa Claus.

Thursday Events:

Music on Mill (every Thursday) and Third Thursdays continue to grow in attendance and popularity bringing increased traffic to the area. Consistent marketing plans were created to sustain interest and grow Thursday attendance through innovative, entertaining programming and strong brand messaging



BUSINESS DEVELOPMENT



Business Attraction

20 new business openings

- Antars Sports Bistro
- Blondie's Sports Bar & Grill
- Candy Addict
- Canteen Modern Tequila Bar
- Center Bistro
- Diverti Bar & Grill
- Dog Town Chili Dogs
- Fixx Coffee Bar
- Happy Healthy High Horny Herb Shop
- Limelight Networks
- Loft A Go Go
- Mellow Mushroom
- Microsoft
- My Sister & Me Florist
- Poppa Maize Gourmet Popcorn
- School of Rock
- Red Mango (summer 2011)
- Capriotti's Deli (summer 2011)
- N-Counter (summer 2011)
- Quizno's (summer 2011)

- 5% decrease in retail/ restaurant vacancy in 2011

BUSINESS DEVELOPMENT

Business Attraction

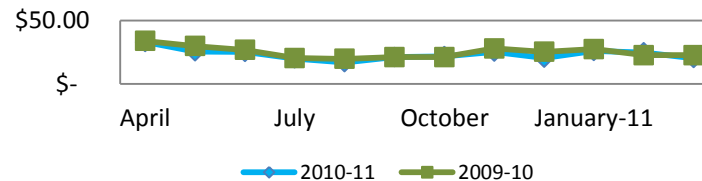
- Assisted 70 leads between April 2010 and April 2011

- 40% increase in leads from previous year
- DTC assisted with locating 6 of these leads

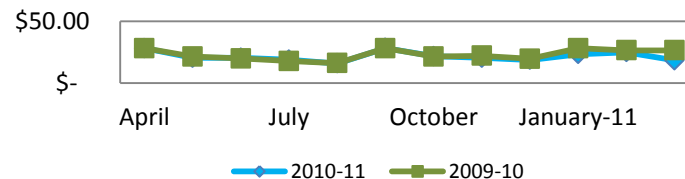
- Sales per Square Foot

- Restaurant and retail sales held steady through most of the last fiscal year as compared to 2009-10
- Nearly an additional 5,000 sf of retail space for March 2011 as compared to March 2010 – which resulted in a dip in retail sales per square foot – increased overall
- Also an additional 19,566 sf of restaurant space added within the last year

Restaurant Sales/Sq. Ft



Retail Sales/Sq. Ft



BUSINESS DEVELOPMENT

Business Development Website

- Interactive listings & collateral
 - Maintain current info on available retail, restaurant, office and housing spaces
 - From May 1, 2010 through April 28, 2011:
 - **47%** increase every 6 months since launch of site
 - Other top viewed pages include:
 - Business home – 3,860
 - Available Office – 3,004
 - Completed Projects – 2,892

- Available Retail Space packet is the top download with **1,211** hits over last year

Business Attraction

- Broker briefings
 - Nearly 70 Brokers reached over 3 events
- Brag Sheet – Business Development E-Blast
 - 73 new subscribers since February
- Business Development Website
 - 47% increase every 6 months since launch

- Business Development Website
 - 47% increase every 6 months since launch

Mill Avenue
The District
Brag Sheet

BUSINESS DEVELOPMENT

Business partnerships & promotions

- **3rd Thursdays** – Once a month themed business promotions
- **Merchant extensions** – Allows businesses to operate outdoors on Thursdays
- **Window Wonderland** – Interactive holiday promotion including businesses and their patrons
- **DTC Doings** – Revamped monthly information newsletter for businesses
- **Event Alerts** – Notifications of major happenings with participation & outreach recommendations
- **Light Rail Promotion** – Partnership with Metro Light Rail to promote Mill Avenue businesses and activities
- **Welcome Packets** – Important info for new businesses delivered at move in



BUSINESS DEVELOPMENT

Research & Benchmarks

- Sales per square foot
 - Maintaining levels from previous year
- Retail and office vacancies
 - Vacancy decrease from last year while excluding new product
- Pedestrian Counts
 - Spring & Fall 2010 counts published in February
 - Spring 2011 counts published in June



- 5% Increase in overall pedestrian traffic from Spring 2010 to Spring 2011

Projects

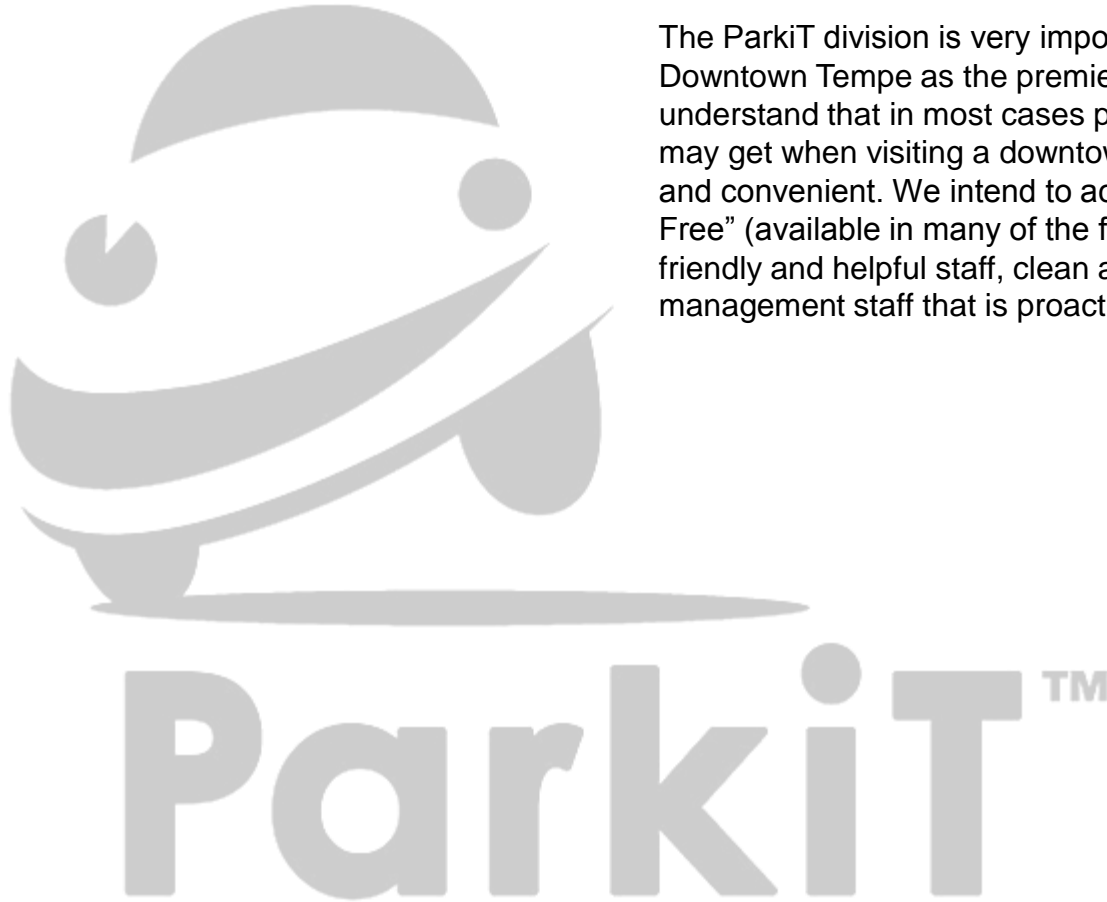
- Completed review of Annual Assessment
- Property & contact database



PARKING

ParkiT Program

The ParkiT division is very important to DTC's overall mission to keep Downtown Tempe as the premier downtown destination in the Valley. We understand that in most cases parking is the first and last impression a visitor may get when visiting a downtown. We want that experience to be pleasant and convenient. We intend to accomplish this by offering the "First Hour Free" (available in many of the facilities that we manage), a well-trained, friendly and helpful staff, clean and well maintained facilities and a management staff that is proactive and responsive.



PARKING

ParkiT Program Successes

It was our goal to continue to build off the success we had last fiscal year and below are some of the successes:

- We added two additional contracts this past year by being selected as the manager of the Hayden Ferry Parking Garage and On-Street Parking Enforcement for the City of Tempe. These 2 contracts generated an additional **\$40,000.00** in revenue to DTC to be reinvested into our district.
- We continued to fine tune operations which allowed us to increase the Net Operating Surplus for our clients by double digit amounts for all locations we managed the entire fiscal year.
- Brought greater awareness for on-street parking ordinances by having our employees approach the program with a sense of compliance rather than the typical strong armed.
- Introduced solar powered single space meters that accept credit cards. Our plan is to continually expand the use of these meters during the upcoming fiscal year.
- Introduced solar powered multi-space meters that accept credit cards. Our plan is to continually expand the use of these meters during the upcoming fiscal year.
- Expanded the use of solar powered multi-space meters to include the City Hall West Lot on 5th Street. The ROI for this project was realized in the first 3 months!
- Worked in conjunction with the City of Tempe and the consulting firm of Kimley Horn to create a parking demand model that will allow us to monitor and account for all parking spaces within our district. This will help us to stay ahead of the curve and identify possible challenges early on.
- Completely revamped the manner in which we report all financials back to our clients that sped up the process and provided more useful information.



OPERATIONS

Streetscape & Cleaning

As managers of the Mill Avenue District we strive every day to improve the appearance and cleanliness of the District. We accomplish this through various programs and efforts that are touched upon below:

- We work closely with the City of Tempe Public Works Department in order to maximize the resources brought forth by the City and DTC.
- We continue to have monthly walk about meetings with various City of Tempe departments. These meetings are invaluable with regard to the working relationships we have established with all these departments.
- We have monthly meetings with the Tempe Police Department to discuss safety concerns, and trends relative to crime and crime preventions. This is our dedicated time to discuss any and all challenges facing the Mill Avenue District.



OPERATIONS

Streetscape & Cleaning

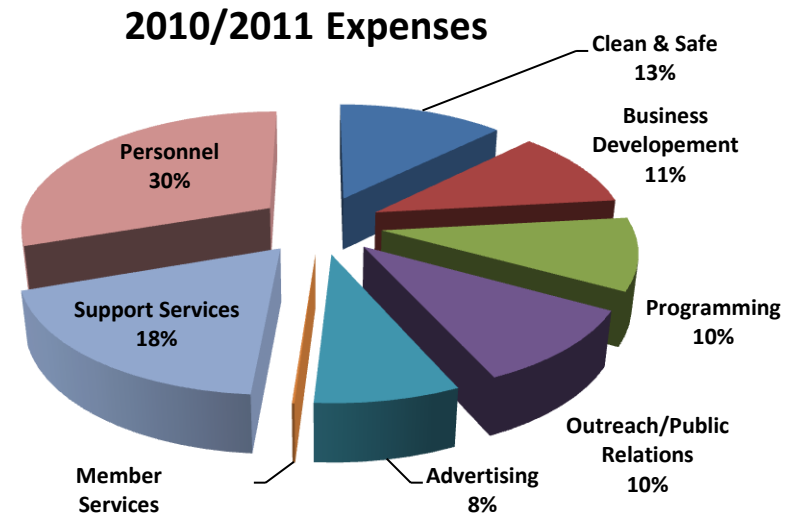
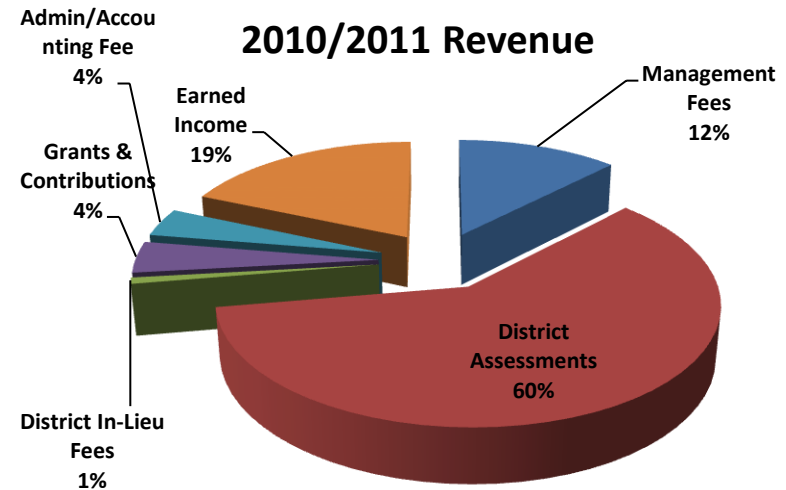
- We expanded our highly successful Day Porter program that enables us to have porters on the street from 9:00 AM till 9:00 PM at night. These folks helped improve the appearance of our streets this past year by doing the following:
 - Wiping clean more than 75 trash cans, recycling containers and ash trays daily
 - Organize and wipe clean all news stand racks daily
 - Removes an average of 160 pieces of graffiti, stickers and bandit signs weekly
 - Removed and disposed of more than 500 gallons of trash from the streets and sidewalks weekly
 - Wipes clean all public right of way signage and on-street meters
 - Helps maintain landscaping and flowers
 - Pressure washed sidewalks as needed
 - Trained as Ambassadors to assist visitors by giving directions or answering questions
 - Distributed more than 10,000 Mill Avenue District Directories
- Added hanging flower baskets along Mill Avenue with the plan to add additional baskets along 5th Street this next fiscal year.
- Installed and maintained 2 seasonal plantings of flowers in 20 tree planters on Mill Avenue
- Instituted a bird mitigation program this last year that greatly enhanced the quality of life along Mill Avenue

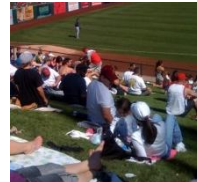


BUDGET

REVENUE	
Management Fees	\$ 143,386.00
District Assessments	\$ 696,258.09
District In-Lieu Fees	\$ 10,000.00
Grants & Contributions	\$ 50,428.00
Admin/Accounting Fee	\$45,646.36
Earned Income	<u>\$ 214,544.53</u>
Total	\$ 1,160,262.98

EXPENSES	
Clean & Safe	\$ 124,302.35
Business Development	\$ 104,185.82
Programming	\$ 95,820.76
Outreach/Public Relations	\$ 100,869.55
Advertising	\$ 76,195.85
Member Services	\$ 1,350.00
Support Services	\$ 182,359.65
Personnel	<u>\$ 297,428.00</u>
Total	\$ 982,511.98





2011 / 2012
DOWNTOWN TEMPE COMMUNITY
Work Plan
What's New



BEAUTIFICATION

1. Beautification

- A. All tree planters will get flowers 2 x a year – tree wells will have wrought iron surrounds
- B. Adding 20 more hanging baskets and moving them to 5th street
- C. Adding large pots to Mill Avenue around tree grates – plantings 2 x a year
- D. Painting the electrical boxes
- E. Banners and flags throughout Downtown



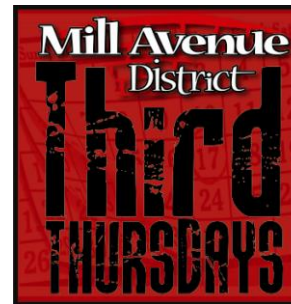
1. Environment

- A. Continue and enhance the clean team and it's services
- B. Work with the Police Department to create a Safety Patrol to deal with the influx of belligerent youth that has begun to take over our streets



1. Entertainment

- A. Add the programming of more music in various locations throughout downtown enhancing Thursday's on Mill
- B. Program the Mill Area
- C. Create more activities to give visitors a better experience

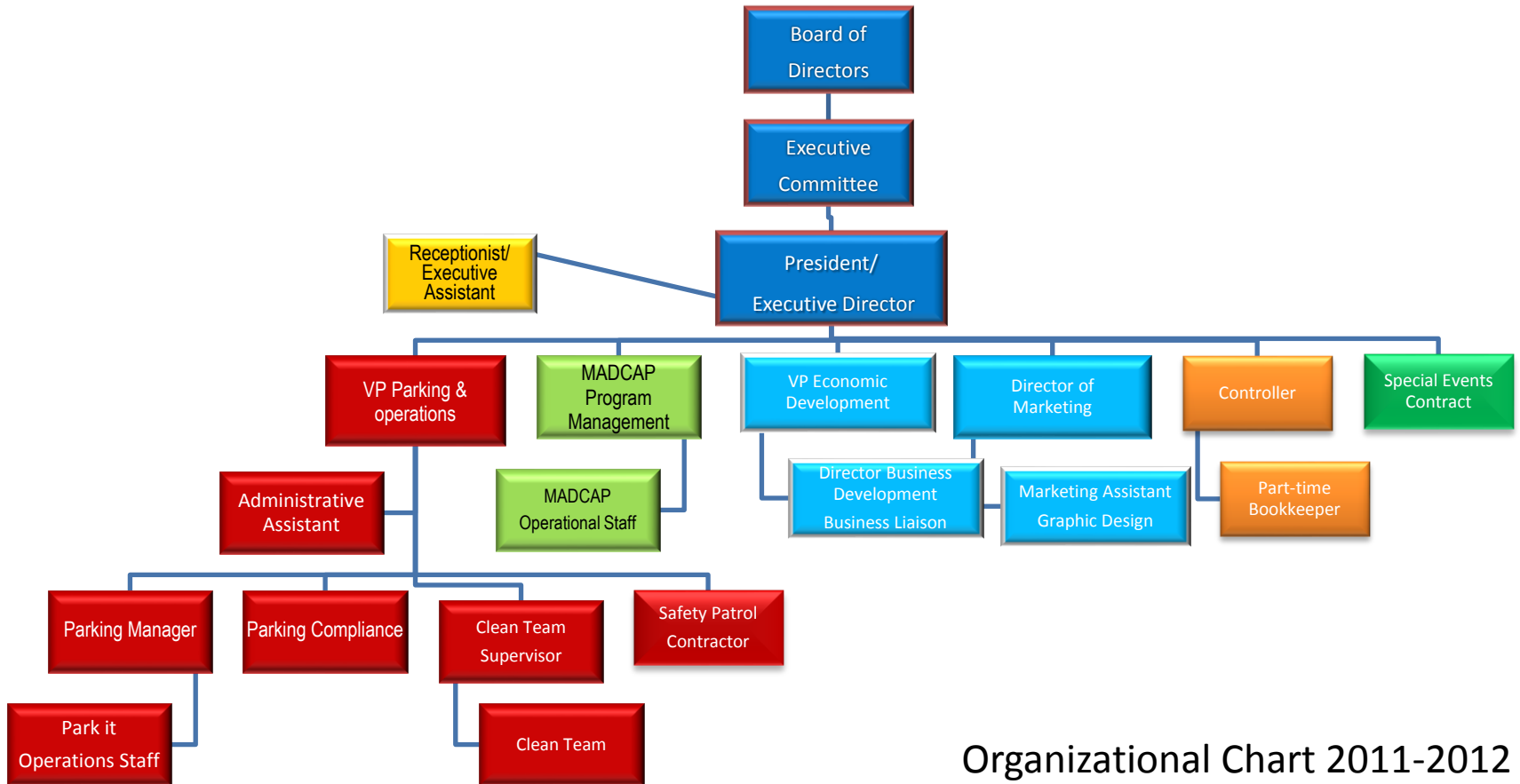


1. Technology

- A. Continue to replace parking meters with credit card enabled and sensor systems
- B. Replace information kiosks with electronic kiosks
- C. Use more QR codes and continue social media and web presence.



Downtown Tempe Community



Organizational Chart 2011-2012

Downtown Tempe Community (DTC)

Admin

Accounting
Reception
Gift
Certificates
Board
Relations
Task Force
Relations
City Reporting

Parking

Garage/Lot
Management
Meters
Validations
Permits
Enforcement

Operations

Clean Team
Amenities
Beautification
Flowers
Banner
Program
Private use of
public space
Safety Patrol

Marketing

Advertising
Social
Networking
Promotional
Events
Public
Relations
Mill Ave
Banner
Program
Clean Team
Marketing
Gift Certificate
Marketing

Economic Development

Recruitment
Retention
BD Marketing
Parking
Marketing
Special
Projects
Development
Planning
Business
Liaison

Special Events

Festival of
the Arts
Fantasy of
Lights
Boat Parade
Street Parade

Special Projects

MADCAP
Urban Garden
Music on Mill
Mill
renovations
and
management
Levitt Pavilion

Assessments &
Earned Income
\$1,287,663

Public Parking
\$1,050,000

Private Parking
\$1,070,000

Events
\$942,812

MADCAP
\$251,330

TOTAL
\$4,601,805